DOCUMENT RESUME

ED 288 428 HE 020 898

AUTHOR Allen, David F.
TITLE UNCW Summer Orientation 1987 Evaluation Highlights.
INSTITUTION North Carolina Univ., Wilmington.
PUB DATE 87
NOTE 11p.
PUB TYPE Reports - Descriptive (141) -- Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *College Students; Higher Education; *Parent Attitudes; Participant Satisfaction; *Program Evaluation; Questionnaires; *School Orientation; Student Adjustment; *Student Attitudes
IDENTIFIERS *University of North Carolina Wilmington

ABSTRACT

Results of evaluating the June 1987 orientation program at the University of North Carolina at Wilmington are discussed and compared to findings of the 1986 orientation program evaluation. Items that were ranked as the four highest and four lowest aspects of orientation are identified. Orientation leader effectiveness is also assessed, along with common items answered by students and parents. A total of 955 students and 581 parents completed a short evaluation form after the 2-day orientation sessions in 1986. The highest ranked item for both parents and students was helpfulness of staff/faculty. The other two items ranked in the top four by both parents and students concerned their overall rating of the orientation program and their positive feelings about the university as a result of attending orientation. The check-in/out process was the fourth item rated by parents. All four items in students' top four in 1986 were repeated in their 1987 ratings. Students rated facilities lower compared to parents, liked the food less, and were more confident than their parents of their own ability to succeed at the university. (SW)

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UNCW Summer Orientation
1987
Evaluation Highlights

David F. Allen
RB-DOS-110187

THE UNIVERSITY OF NORTH CAROLINA
AT WILMINGTON

DIVISION OF STUDENT AFFAIRS

HE 020 898

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UNCW Summer Orientation 1987 Evaluation Highlights

This report reflects how parents and students who attended summer orientation evaluated one of three two-day orientation sessions held in June 1987. As the final aspect of orientation, students and parents were given a short evaluation form during their check-out period. Of those attending, usable responses were received from 955 students and 581 parents. Student evaluators represented 89% of all students who attended orientation, while parent evaluators represented 63% of all parents in attendance. Results are highlighted in three segments. First, items are presented as rankings of the four highest rated and four lowest rated aspects of orientation. Second, orientation leader effectiveness is assessed. Third, common items answered by both students and parents are presented. Since this is the second summer orientation involving evaluation of programs for both parents and students, trends are noted between 1986 and 1987 data.

Respondents answered questions using a Likert-scale ranging from strongly agree (1) to strongly disagree (5). Separate percentages for most typical responses are presented in the questionnaire in the Appendix. A simple Chi-squared test of significance was used to compare responses between students and parents. A more detailed view of the data analysis is available in the Office of the Vice Chancellor for Student Affairs Office (extension 3735).

Item Rankings

Strengths and weaknesses of the orientation process might be discerned from examining the top four and bottom four rated items. From Table 1 it can be seen that three of the top four items for students were also among the top four for parents. The highest rated item for both

parents and students was helpfulness of staff/faculty (Q4). The other two items ranked in the top four by both parents and students had to do with their overall rating of the orientation program and their positive feelings about UNCW as a result of attending orientation. The check-in/out process was the fourth item rated by parents. This was not among students' top four. Confidence in success at UNCW was ranked second among student ratings. Conversely, this was not among the parents' top four.

Relative to last summer's orientation program which asked almost identical questions, several switches were made among ratings. Table 2 indicates trends over a two year period. Among parents, three of four top ratings from 1986 stayed the same in 1987. The item "confidence in son/daughter succeeding at UNCW" fell to fifth place and was replaced with the item "I feel better about UNCW because I attended orientation." Among lowest rated items, two items which were in the bottom four in 1986 were no longer rated as such in 1987: "Small group discussion" and "Academic Deans Forum" rated eighth and fifth from the bottom, respectively. Thus, both items showed relative improvement.

All four items in students' top four in 1986 were repeated in their 1987 ratings. Item positions changed somewhat, but all four were rated consistently high. In their bottom group, three of four lowest ranked items in 1986 were retained in 1987. The "Seahawk Beach Ball Dance" item moved out of the bottom four with a sixth place ranking. Interestingly, "Playfair" showed marked improvement over 1986 where it was ranked lowest of all student items. In 1987, it improved to fourth from the bottom. Items related to "food" and to "class schedule" lost ground relative to 1986. Both were rated as the lowest two items among students in 1987.

Orientation Leaders

Much of the success of an orientation program hinges upon the efforts of its orientation leaders. The student leaders involved in UNCW's orientation program have consistently received high marks. This year 92% of all students strongly agreed or agreed that their Orientation Leader was helpful to them. This represented a 2% increase over 1986. Regarding the Orientation overview, which consisted of small group discussions with Orientation Leaders, high marks carried the day. This summer 91% of the students said the overview was helpful. Their rating represents a 3% increase over 1986. Clearly, the orientation program is continuing to attract highly motivated and qualified paraprofessionals from the student body. Evidence of their superb training is indicated by these student ratings.

Joint Items

Eleven items were identical on both the parent and student evaluation form. These concern the overall rating of the orientation program, the check-in/out process, facilities, food, staff, attitude toward UNCW, confidence of success at UNCW, first general session, second general session, academic departments information session, and student activities fair. Chi-squared analyses comparing parent to student responses revealed only three items where these two groups differed significantly ($p < .001$). Students rated facilities lower compared to parents (74% versus 87%), liked the food less (59% versus 89%), and were more confident than their parents of their own ability to succeed at UNCW (96% versus 91%).

Summary

Some implications for future programming efforts of yet another successful orientation program follow. First, many of the negative

ratings may have been the result of overcrowding experienced in each session. Students who evaluated the program increased by 19% from 1986 to 1987, while parents increased by 56% over the same period. For students, this may have meant not getting the courses they wanted or individual attention from advisers. For parents and students alike, this may have caused problems with accommodations and even crowding during programs that were found less appealing to both groups (e.g., Student Activities Fair).

Second, a recurring theme from Summer Orientation 1986 is the significant difference between parents and students concerning confidence in succeeding at UNCW. Students remain more confident in their own ability to succeed compared to parents' confidence in their success. This argues for investigating students' precollege expectations of college life at UNCW.

Third, another recurrent theme from last year is that parents and students alike continue to rate the academic aspects of orientation higher than the social dimensions. Clearly, integrating successful academic affairs programs throughout orientation makes good sense.

TABLE 1. ITEM RANKINGS

Rank	Item	Rating Percent Strongly Agreed/Agreed
	Parent's Top 4	
1	Helpful Faculty/Staff (Q4)	97
2	Overall Rating (Q19)	95
3	Glad they attended Orientation (Q5)	95
4	Good Check In/Out Process (Q1)	93
	Parent's Bottom 4	
1	Too Much Free Time (Q7)	13
2	Worth of Student Activities Fair (Q18)	65
3	Worth of Parents' Reception (Q12)	73
4	Academic Departments' Information Session (Q17)	73
	Student's Top 4	
1	Helpful Faculty/Staff (Q4)	96
2	Confidence in Succeeding at UNCW (Q6)	96
3	Overall Rating (Q18)	95
4	Glad they attended Orientation (Q5)	95
	Student's Bottom 4	
1	Food (Q3)	59
2	Class Schedule (Q8)	66
3	Worth of Activities Fair (Q16)	71
4	Playfair at Beach (Q11)	73

TABLE 2: COMPARISON OF SUMMER 1986 RATINGS WITH SUMMER 1987

Item	1986 Rank	1986 (%)	1987 Rank	1987 (%)
Parent's Top Group				
Overall Rating	1	(97)	2	(95)
Check In/Out Process	2	(96)	4	(93)
Staff/Faculty	3	(96)	1	(97)
Confidence in son/daughter succeeding at UNCW	4	(92)	5	(91)
Parent's Bottom Group				
Student Activities Fair	1	(70)	2	(65)
Small Group Discussions	2	(78)	8	(80)
Academic Departments' Information Session	3	(81)	4	(73)
Academic Dean's Forum	4	(82)	5	(73)
Student's Top Group				
Overall Rating	1	(95)	3	(95)
Confidence in Succeeding at UNCW	2	(95)	2	(96)
Staff/Faculty	3	(94)	1	(96)
Glad They Attended	4	(94)	4	(95)
Student's Bottom Group				
Playfair	1	(63)	4	(73)
Seahawk Beach Ball Dance	2	(65)	6	(76)
Food	3	(68)	1	(59)
Class Schedule	4	(73)	2	(66)

DO NOT WRITE IN THIS AREA

Session I = 338
II = 330
III = 287
N = 955

1987
UNCW SUMMER ORIENTATION
STUDENT EVALUATION

N = 955

Strongly Agree 1 — 2 — 3 — 4 — 5 Strongly Disagree

		1	2	3	4	5
1. The Orientation and Residence Hall Check-in/Check-out process was efficient.	1.	686	205	56	13	10
2. The residence hall facilities were adequate. (Respond only if you stayed on campus.)	2.	408	369	104	52	28
3. The food served at Orientation was good.	3.	201	304	289	103	52
4. The staff and faculty at Orientation were helpful to me.	4.	785	134	29	5	2
5. I feel better about UNCW because I attended Orientation.	5.	805	101	36	10	3
6. I am confident that I will succeed at UNCW.	6.	725	182	39	3	3
7. My Orientation Leader was helpful to me.	7.	739	163	51	14	5
8. Regarding my class schedule, I got the classes I wanted.	8.	367	238	107	8	08
Please rate the sessions listed below based on the extent to which you agree or disagree that they were helpful and/or worthwhile.						
9. Orientation overview (small groups with Orientation Leaders)	9.	617	263	65	14	3
10. First General Session (slide show, welcome, Playfair preview)	10.	502	301	128	23	5
11. "Playfair" at the beach	11.	464	281	138	52	6
12. "Seahawk Beach Ball" dance	12.	467	225	154	6	23
13. Second General Session (Opinionnaire Results, Pre-advisement)	13.	403	336	139	29	16
14. Registration Procedures Session	14.	589	264	81	28	09
15. UNCW Academic Departments' Informational Session	15.	456	316	18	34	14
16. UNCW Student Activities Fair	16.	464	291	86	51	7
17. Academic Advisor Appointment	17.	688	179	72	33	28
18. Overall, the Orientation program was worthwhile.	18.	763	129	35	7	4

Comments:

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Session I = 178
" II = 191
" III = 212
N = 581

1987
UNCW SUMMER ORIENTATION
PARENT EVALUATION

N = 581

Strongly Agree 1 2 3 4 5 Strongly Disagree

		1	2	3	4	5
1. The Orientation and Residence Hall Check-in/Check-out process was efficient.	1.	233	201	53	43	2
2. The residence hall facilities were adequate. (Respond only if you stayed on campus.)	2.	588	231	44	21	6
3. The food served at Orientation was good.	3.	585	364	99	13	6
4. The staff and faculty at Orientation were helpful to me.	4.	225	189	138	15	9
5. I feel better about UNCW because I attended Orientation.	5.	303	193	28	21	5
6. I am confident that my son/daughter will succeed at UNCW.	6.	464	293	57	14	2
7. I had too much free time.	7.	34	95	164	282	484
Please rate the sessions listed below based on the extent to which you agree or disagree that they were helpful and/or worthwhile.						
8. An Introduction to Orientation ("What Have You Done With My Child?")	8.	56	35	3	2	0
9. First General Session (Slide Show, Welcome, Playfair Preview)	9.	503	357	168	24	9
10. An Introduction to the University ("Who Runs This Place?")	10.	485	363	131	26	6
11. "Breaking Away" (Small Group Discussions)	11.	554	254	104	58	102
12. Parents' Reception	12.	502	325	25	5	8
13. "The Future of UNCW and You"	13.	397	336	89	5	107
14. "Life in the Residence Hall"	14.	464	289	104	43	59
15. Second General Session ("Opinionnaire Results" and "How to Know When Your Student Is In Academic Trouble")	15.	488	391	52	23	6
16. Academic Deans' Forum	16.	327	337	203	54	8
17. UNCW Academic Departments' Informational Session	17.	416	383	236	49	4

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Strongly Agree 1 — 2 — 3 — 4 — 5 Strongly Disagree

		1	2	3	4	5
18. UNCW Student Activities Fair	18.	351	286	289	44	2
19. Overall, the Orientation program was worthwhile.	19.	72.1	28.3	3.5	.2	.1

Comments: _____

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